

# NCAA LICENSING ACTIVITY

Click on this URL

<http://www1.ncaa.org/eprise/main/Public/mlp/licensing/index.html>

Answer the following questions, from the Frequently Asked Questions link.

1. What are the four main objectives of the NCAA licensing program.?
2. What is the difference between the NCAA license, conference license, and school license programs?
3. Does the NCAA own trademarks and logos? If yes give some examples.
4. What qualifies as a trademark, logo/symbol?
5. What products cannot be licensed by the NCAA?
6. Who needs a license?
7. Are any products exempt from licensing?
8. What are the benefits of being an NCAA licensee?
9. Does the license agreement mean the NCAA will endorse my products?

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10. What if I do not get a license?

11. Can I use the NCAA's logo on a Web site?

12. Who is responsible for the NCAA licensing program.

13. What is the CLC?